



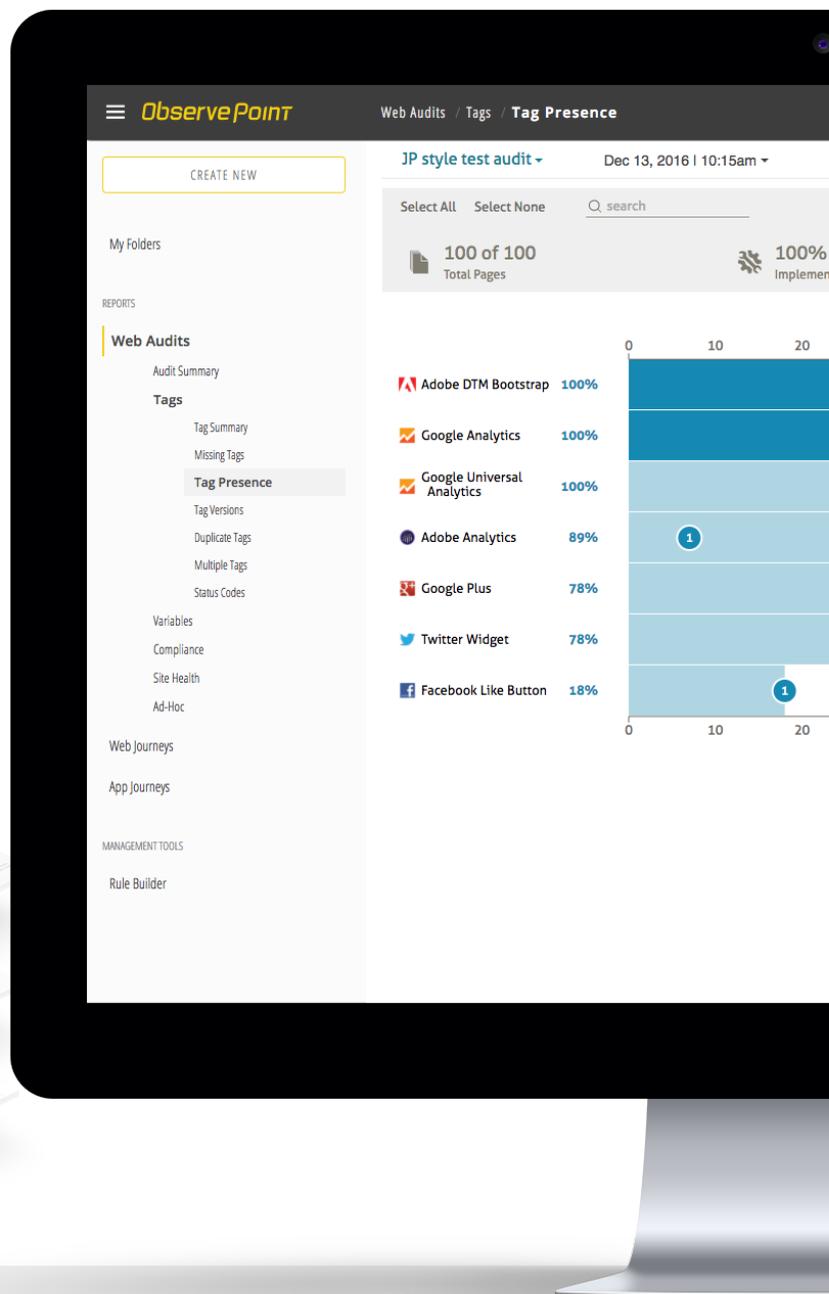
## Data collection is hard.

As any data analyst in the trenches will admit, data governance is hard. Reports from different analytics tools often don't match. Tracking breaks, impacting reporting and site functionality. Manual audits are expensive, time-consuming and still prone to human error.

## WebAssurance™ makes it easy.

Automatically validate your digital data and gain confidence in the numbers that drive your critical business decisions with WebAssurance™—a data quality assurance solution that audits your web properties to identify:

- *Missing or duplicate web tags*
- *All custom and third-party tags*
- *Inaccurate implementation variables*
- *Tag and page performance*
- *And more...*



*"The lesson here is that we're smart people, but we're not clairvoyant, we're not perfect, and things aren't always caught in our manual QA. You need to have some sort of governance plan to catch them before, during and after the fact—preferably automatically. ObservePoint helps find high-priority problems within your data automatically."*

Daryl Acumen, Adobe

## Maximize Your Investments

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**Tag Implementation Reports** - Identify missing and present tags, duplicate and multiple requests, and various tag versions.

**Vendor Discovery** - Locate and list all vendor tags on your site to monitor implementations.

**Regression Testing** - Compare your current site to a baseline to view overall performance.

**Video Audits** - Configure video audits in minutes and create malfunction alerts.

## Trust Your Data

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**Discovery Audits** - Scan your site automatically to uncover errors and gaps in your data.

**Historical Reporting** - Review point-in-time data from each audit for progress comparison.

**Notifications** - Alert your team immediately to malfunctions in your data collection.

## Be More Efficient

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**Automated Audits** - Schedule audits to scan customizable segments of web properties.

**Tag Hierarchy** - View all the tag relationships across single-page scans.

## Create a Better User Experience

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**Status Code Report** - Find broken links and redirects that negatively impact revenue and interrupt user paths.

**Mobile Testing** - Simulate mobile traffic and critical user paths.

**Page Load Time** - Eradicate slow-loading pages that push users to navigate away.

**JS Error Check** - Find JS errors that interrupt the user experience and inhibit tracking.

## Protect Against Data Loss

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**Rules Engine** - Create custom, automated rules to run against implementations.

**Vendor Compliance** - Measure third-party variables to confirm they are in compliance.

**Data Loss Prevention** - Scan your site for missing, outdated or unauthorized tags.

## Verify Critical Customer Paths

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**User Journeys** - Recreate user paths to verify functionality and analytics integration.

**Action Validation** - Replicate and validate individual user clicks and activities.

